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FOR IMMEDIATE RELEASE

ARCHWAY TECHNOLOGY PARTNERS AND M.S. HOWELLS & CO. FORM STRATEGIC ALLIANCE

Archway Technology and M.S. Howells to Launch Next Generation Portfolio Reporting Platform

New York, NY. August 20, 2008 – M.S. Howells & Co. and Archway Technology Partners announced today that they have formed a strategic alliance to launch a next generation portfolio reporting platform for prime brokerage. The platform, **ATPrime**, is expected to launch in the fourth quarter of this year.

With a robust set of portfolio reporting tools, the platform will provide portfolio analysis for single and multi-primed hedge funds and offer dynamic attribution and risk analysis capability. **ATPrime** will integrate fully with Archway's premier enterprise accounting platform, ATWeb, allowing hedge funds to choose from a near endless and constantly growing menu of service providers without introducing an unnecessary proliferation of technology products and platforms.

"We believe Archway's development team and application architecture is on the leading edge of financial software development, and their focus on delivering the highest quality solutions aligns well with ours," said Mark Howells, President, M.S. Howells & Co. "It allows us to offer a best in class solution for prime brokerage reporting, which will provide unique leverage to our clients and their fund investors."

Jason Brown, President, Archway Technology Partners, added, "This growth of our functional reach is a logical extension to our best-in-class accounting and operational platform, ATWeb. With this move, we take yet another step of leadership in providing end-to-end operations technology to the investment community. We are excited to work with M.S. Howells & Co. on this initiative and benefit from their breadth of experience and creative client service ideas."

About M.S. Howells & Co.

M.S. Howells & Co. is a full service institutional broker dealer, providing clients with high quality Prime Brokerage solution. MSH maintains a core focus on personal service and commitment to its clients by offering a comprehensive package of services including portfolio reporting, macro research, direct access trading, trade desk access, portfolio statistical analysis and administrative support. Through our clearing relationships with Jefferies & Company, Inc., and Goldman Sachs Clearing & Execution (GSEC), our clients receive the benefits of major institutional clearing firms while taking

advantage of the personalized customer service. For more information, please visit <http://www.mshowells.com> or contact Katrina Santa Maria at 480.563.2016.

About Archway Technology Partners

Archway Technology Partners is a global software company supporting the operations of private investment companies such as Hedge Funds, Fund of Funds, Family Offices, Multi-Family Offices, Fund Administrators and Real Estate Funds. Archway's flagship product, ATWeb, is a leading on-demand enterprise software application for the Investment Industry. ATWeb customers enjoy web-deployed tools available 24/7. ATWeb is the industry's only application that has successfully integrated investor relations, portfolio reporting, fund accounting, partnership accounting, and a full suite of financial modules - a true standard in one solution. Built on next generation technology, Archway also supports the world's only fully integrated Hedge Fund Market. For more information, please visit our website at <http://www.archwaytechnology.net>.

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